

Factors Affecting Tourist Interest on Sharia Tourism

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Abstract: *Sharia tourism is part of the halal industry which becomes one of the major supporters of the sharia economy in Indonesia. Nevertheless, since 2011, the city of Bandung as the epicentrum of sharia tourism experienced a decreasing number of visitors. The purpose of this study is to analyze the factors that influence tourist interest in visiting sharia tourism destinations. The research method is quantitative. The results of this study indicate that service, safety, and tourism influence tourist interest. The safety and promotion factors significantly influence tourist interest in visiting Sharia tourism, while service has no significant effect on tourist interest.*

Keywords: *Decision-making factors; Sharia Tourism; Tourist.*

Paper type: *Research paper*

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Abstrak: Pariwisata syariah merupakan bagian dari industri halal yang merupakan salah satu penyokong besar terhadap perekonomian syariah di Indonesia. Namun kota Bandung sebagai salah satu pariwisata syariah yang memiliki destinasi yang potensial, sejak tahun 2011 mengalami penurunan jumlah pengunjung. Tujuan penelitian ini adalah untuk menganalisis faktor yang mendukung minat berkunjung di destinasi pariwisata syariah. Metode yang digunakan adalah kuantitatif. Hasil dalam penelitian ini bahwa keamanan serta kenyamanan dan promosi berpengaruh secara signifikan terhadap minat wisatawan terhadap wisatawan yang berkunjung ke destinasi pariwisata syariah, namun hal ini tidak berpengaruh terhadap pelayanan. Tetapi secara keseluruhan bahwa semua faktor berpengaruh terhadap minat berkunjung.

Kata kunci: Faktor pengambilan keputusan; Pariwisata Syariah; Wisatawan

INTRODUCTION

Tourism is one of the sectors that significantly contribute to the economic development of a country (Astina & Artani, 2017; Nonthapot, 2016). Halal or sharia tourism that operated by Muslim or Islamic societies started to bloom following the growing tourism business in Indonesia. The entire Islamic tourism sector has positive implications for the increased income of the community and influences the well-being of the people themselves (Ramadhany & Ridlwan, 2018). Sharia tourism contributed to Indonesia's GDP in 2004-2009 (Mudrikah, 2014). Furthermore, Agro-tourism management had a positive impact on economic and social life (Retnoningsih, 2013; Stephenson & Ali-Knight, 2010).

Sharia tourism which is expected to provide a significant contribution to the sharia economy is essential to be improved by continuously increasing interest in visiting from tourists. Tourists interest is influential in choosing a destination that will be visited. In their research, Hakim and Nugroho said that the factors influencing the interest of visiting tourists are the challenges, the beauty of the panoramic view (Hakim & Nugroho, 2018). While Popescu's research explained that when the ease of access is obtained, tourist security in enjoying tourism is the most crucial thing (Popescu, 2011). Meanwhile, other studies state that the transportation service model is an attraction for tourists to visit destinations (Khan, et al., 2017; Suid, Mohd Nor, & Omar, 2017). Margaret also stated that service, security and attractiveness affect the interest of tourists to Mahawu Mountain tourism objects (Denstadli & Jacobsen, 2011; Sondakh & Tumbel, 2016), while Sutanto examined the importance of promotion in order to increase tourist interest in the old city Semarang (Folgado-Fernández, Campón-Cerro, & Hernández-Mogollón, 2019; Horng & (Simon) Tsai, 2010; Sutanto, 2016).

However, research on decision making on tourist interests to visiting sharia tourism destination, has not examined the yet. Therefore, this study is important because decision making factors are very important to understood by sharia tourism players in order to attract more visitors. Tas a result, this research examines the issue to fill the literature gap in sharia marketing studies. Furthermore, the novelty of research lies in the research focus on tourist interest toward sharia tourism, especially factors which influence the tourist decision making process before visiting to sharia tourism.

This research develops a literature research in the process of identifying decision making process of tourist's interest. Three main variables are studied as forming variables of tourist interest (decision making) (Sondakh & Tumbel, 2016) are promotion (Andika & Susanti, 2018; Rahmi, Kahar, & Karnay, 2017; Folgado-Fernández, Campón-Cerro, & Hernández-Mogollón, 2019; Horng & (Simon) Tsai, 2010; Al-Badi, Tarhini, & Al-Sawaei, 2017; Carboni & Janati, 2016; Iosim, 2013; Sami, 2017) and comfort and security (Suputera & Mahagangga, 2016; Denstadli & Jacobsen, 2011; Özdemir & Seyitoğlu, 2017; Moreno, 2010; Imboden, 2012; Moyo & Ziramba, 2013), services (Rosita, Marhanah, & Wahadi, 2016; Khan et al., 2017; Suid, Mohd Nor, & Omar, 2017; Kandampully, 2000; Liu, Tzeng, Lee, & Lee, 2013; Bhat, 2012).

In principle, this study examines and tries to find the majority and important factors that influence tourist interest in Islamic tourism. The primary variables examined in this study are limited based on the findings of previous research that examines tourist decision making.

The objectives in this study will analyze the factors that influence interest in determining sharia tourism destinations, so that the industry players could use to determine strategy to attract more visitors to their tourism destination.

Based on the explanation above, the hypothesis are:

H1= Promotion, safety and comfort, service are simultaneously influence tourist interest.

H2 = Promotion is partially influence tourist interest.

H3 = Safety and comfort are partially influence tourist interest.

H4 = Service is partially influence tourist interest.

RESEARCH METHODS

This type of research is a quantitative descriptive research that reveals the location of the tourism area of Little Seoul and Rabbit Town, Bandung. The type of data is quantitative data as a collection of numerical data that are considered responsive about the consumer behaviour (tourist interest) in visiting Little Seoul and Rabbit Town.

The population in this study were all tourists visiting destinations in the city of Bandung. The sampling method was non-probability sampling, in the form of purposive sampling that selecting sample based on criteria determined by researchers. The sample used in this study was only tourists who visited Little Seoul Bandung and Rabbit Town because these destinations were popular at the moment. Therefore, researchers took samples of 100 tourists who visited these destinations on Saturday and Sunday.

The analysis of linear regression and the use of the methods used in describing the relationship between a variable is bound to two or more variables. Regression analysis is used to find the degree of dependence of one variable on another variable or more. This analysis of regression allows researchers to conclude the impact of different variables on the dependent variable. The independent variable here is decision making which consists of promotion (X1), security and comfort (X2) and service (X3) while the dependent variable is tourist interest (Y).

RESULTS AND DISCUSSION

Based on the results of data tabulation, it can be concluded from 100 respondents, women is a dominant gender in the sample about 72 people (72%), while male respondents are about 38 people (38%). The age of respondents that were mostly found in this study were those between 18-25 years about 68 people (68%) and the rest were mixed of all age category.

In this study, multiple linear regression analysis is presented as follows:

Table 1. Analysis of Multiple Regression and Partial T-test (t)

Variable	t	Sig.
Service (X1)	2.392	.019
Safety (X2)	.984	.328
Promotion (X3)	2.739	.007

Source: Processed by author, 2019

In this research, partial results (tests) can be seen in table 1. Based on the above data, it shows that the hypothetical hypotheses are as follows:

1. Service variable is partially tested and shows H0 is accepted or H4 is rejected due to significance value about ($0.328 > 0.05$). It can be said that the variability of services are not significantly influence visiting interest.
2. The safety and comfort variables are partially tested and show H0 is rejected or H3 is accepted due to significance value about ($0.007 < 0.05$). It can be said that the variable safety and comfort have a significant and positive effect on visiting interest.
3. The variable of promotion is partially tested and shows H0 is rejected or H2 accepted due to significance value about ($0,000 < 0.05$). It can be said that promotion has significant and positive effect on visiting interest.

In this research, hypothesis testing is done to ensure the effect of service, safety and comfort and promotion of the interests of Muslim tourists with the analysis used is multiple linear regression for forecasting the influence of several independent variables on the dependent variable and to prove the presence or absence of functional relationships between independent variables relationship. The equation of this relationship is formulated as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Note:

Y = Tourist Interest

X1 = Service

X2 = Safety and comfort

X3 = promotion

b = Interception

e = Disturbing Factors

From the results of Multiple Linear Regression analysis, it can be known that every time, there is a change in safety and comfort as well as the promotion, it will influence tourist interest who visit Little Soul and Rabbit Town. This is in line with his research [Andika & Susanti \(2018\)](#); [Al-Badi, Tarhini, & Al-Sawaei \(2017\)](#); [Carboni & Janati \(2016\)](#); [Folgado-Fernández, Campón-Cerro, & Hernández-Mogollón \(2019\)](#); [Horng & \(Simon\) Tsai \(2010\)](#); [Iosim \(2013\)](#); [Rahmi, Kahar, & Karnay \(2017\)](#); [Sami \(2017\)](#); [Denstadli & Jacobsen \(2011\)](#); [Imboden \(2012\)](#); [Moreno \(2010\)](#); [Moyo & Ziramba \(2013\)](#); [Özdemir & Seyitoğlu \(2017\)](#) which stated that promotion is an important thing that can influence interest tourists to visit. This is supported by research [Fahrudin & Yulianti \(2015\)](#); [Rahmi, Kahar, & Karnay \(2017\)](#); [Sangkaeng, Mananeke, & Oroh \(2015\)](#); [Hakim & Nugroho \(2018\)](#); [Suputera & Mahagangga \(2016\)](#) which concluded that safety is an important thing that can increase visitor interest and increase a visitor's loyalty, but has no effect on service. This research contradict the research of [Bhat \(2012\)](#); [Kandampully \(2000\)](#); [Liu, Tzeng, Lee, & Lee \(2013\)](#); [Khan et al. \(2017\)](#); [Rosita, Marhanah, & Wahadi \(2016\)](#); [Suid, Mohd Nor, & Omar \(2017\)](#) which state service is the most influential factor of tourist interest.

Table 2. Correlation Coefficient and Determination

Model	R	R Square	Adjusted R Square
1	.615 ^a	.366	.242

a. Predictors: (Constant), Service-X1, Safety-X2, Promotion-X3
Source: *Processed by author, 2019*

The results of the regression analysis implies correlation coefficient (R) of 0.615 or 61.5% which indicate the strong relationship between service, safety and promotion with tourist interest as R value about above 0.5. This result supports [Sondakh & Tumbel \(2016\)](#) that promotion, security and comfort and service have a strong relationship. Meanwhile the coefficient (R²) about 0.366 shows that the factors affecting tourist interest can be explained by three independent variables of service, safety and comfort and promotion about 36.6% as presented in table 3 above, while the rest is explained by another variables outside the research model.

Based on the analysis of the factors that affect the tourist interest in visiting the Little Seoul and Rabbit Town in Bandung city, West Java Province, when security and comfort are increased, tourist interest in visiting these destinations will increase. Moreover, when the sharia tourism destination provides an attractive promotion, this will attract more tourist to this place.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that every change in safety, comfort and service will affect the tourist interest on attractions and the visitors of Little Seoul Bandung and Rabbit Town in the City of West Java Province. Service, safety and comfort and promotion are simultaneously affect the interest of visiting sharia tourism in the Little Seoul Bandung and Rabbit Town in Bandung.

Therefore, the factors that influence the tourist interest in visiting these destinations should be further improved so that the number tourist visitors to the city of Bandung will be increase as well. It is recommended to the management of Little Seoul Bandung and Rabbit Town in Bandung to further enhance the promotion, safety and comfort of tourists so that this will be able to increase the number of tourists and provide better service so that it will increase the comfort of tourists who visit these destinations.

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